

**TURN DATA REQUEST**  
**TURN-SDG&E-DR-06**  
**SDG&E 2016 GRC – A.14-11-003**  
**SDG&E RESPONSE**  
**DATE RECEIVED: APRIL 3, 2015**  
**DATE RESPONDED: APRIL 17, 2015**

TURN Follow-Up to TURN-SDG&E-DR-04 – Question 2

1. In response to TURN DR4, Question 2, SDG&E did not provide the requested “recorded expenditures in 2013 and 2014 devoted to communications, outreach and/or public education addressing proposed rate reforms, including but not limited to residential rate reforms.” SDG&E explained that

“SDG&E did not have expenditures in 2013 and 2014 devoted strictly to proposed rate reforms. SDG&E’s communications, outreach and public education expenses in 2013 and 2014 were related primarily to informing upper-tier residential customers regarding electric rate increases, drivers for the increases, and promoting solutions to mitigate bill impacts. Informing customers about rate reform legislation and regulatory actions were also included as part of this messaging.”

Provide the amounts of recorded 2013 and 2014 expenditures on SDG&E’s communications, outreach and public education activities related primarily to informing upper-tier residential customers regarding electric rate increases, drivers for the increases, and promoting solutions to mitigate bill impacts. Include in this response and separately identify all expenditures devoted to informing customers about rate reform legislation and regulatory actions.

**SDG&E Response:**

The following tables represent recorded expenditures in 2013 and 2014 (in 2013 constant dollars) on communication activities related to informing customers with energy use in tiers three and four, as well as CARE, FERA and Medical Baseline customers<sup>1</sup> regarding electric rate increases, drivers for the increases, and promoting solutions to mitigate bill impacts. The costs are shown by major communications medium or channel. Included in these costs are expenses devoted to rate reform legislation and regulatory actions. SDG&E included research activities for customer focus groups and/or surveys.

It is not possible to separately identify expenditures related to rate reform legislation and regulatory actions as this information was merely included as part of the overall message and was not a significant cost driver to the overall expense.

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<sup>1</sup> Note: SDG&E inadvertently neglected to mention CARE, FERA, and Medical Baseline customers in its response to TURN Data Request 4, Question 2.

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**SDG&E Response (Continued):**

2013 Customer Communications Rate Education Expenses

Type	Costs (\$2013)
<i>Mass Media (Includes costs of producing and running ad in newspapers and on television plus costs for videos used on website)</i>	
• Print ad, videos & television production	\$635,313
• Media	\$563,800
<i>Online Media</i>	
• Planning & production	\$25,000
• Media	\$95,465
<i>Direct Mail</i>	
• Letter writing & production	\$69,200
• Postage	\$157,608
<i>Email</i>	
• Residential	\$2,060
<i>Research</i>	\$60,200
<b>TOTAL</b>	<b>\$1,608,646</b>

2014 Customer Communications Rate Education Expenses

Type	Costs (\$2013)
<i>Mass Media (Includes costs of producing and running ad in newspapers and on television plus costs for videos used on website)</i>	
• Print ad, videos & television production	\$141,460
• Media	\$653,730
<i>Online Media</i>	
• Planning & production	\$20,748
• Media	\$92,082
<i>Direct Mail</i>	
• Letter writing & production	\$17,745
• Postage	\$94,441
<i>Email</i>	
• Residential	\$1,038
<i>Collateral</i>	
• Production	\$28,147
<i>Research</i>	\$42,200
<b>TOTAL</b>	<b>\$1,091,591</b>